

Workforce Information Core Products and Services Grant

Annual Performance Report

Program Year 2012

Labor and Economic Analysis Division

North Carolina Department of Commerce

Accomplishments by Deliverable

The Labor and Economic Analysis Division (LEAD) of the North Carolina Department of Commerce met planned PY 2012 milestones as specified in the Workforce Information Core Products and Services Grant.

1. Continue to Populate the Workforce Information Database With State and Local Data

Outcome

LEAD populated the Workforce Information Database (WID) version 2.5 with state and local data in accordance with guidelines and set schedules. The database provided the latest labor force, industry, and occupation and wage information for use with LEAD's Internet-based delivery systems, including the primary website delivery application D4 – Demand Driven Data Delivery. The North Carolina WID was also used to facilitate responses for special requests for information from state, regional and local workforce development boards, economic development entities, educational partners, other partner agencies, governmental officials, the media and the general public.

During PY 2012, the North Carolina Department of Commerce's Division of Workforce Solutions undertook efforts to develop a new information system called NCWorks. NCWorks provides a one-stop online resource for job seekers and employers in North Carolina. It provides the mechanisms by which individuals can search for jobs, create resumes, investigate and locate education and training options, and explore a multitude of career and occupational information using labor market information. Employers can access and utilize NCWorks to find candidates, post jobs, and search labor market information. NCWorks officially launched in August 2013.

During PY 2012 LEAD staff worked in collaboration with the Division of Workforce Solutions to share information and to help populate the NCWorks data base with Workforce information, including Local Area Unemployment Statistics (LAUS); Current Employment Statistics (CES); Quarterly Census of Employment and Wages (QCEW); and Occupational Employment Statistics (OES) and Occupations Requiring a License. The NCWorks system and related databases utilize the WID data structure.

LEAD staff provided assistance in helping to populate the WID database that is utilized in the NCWorks system.

2. Produce and Disseminate Industry and Occupational Employment Projections

Outcome

Statewide and substate area, industry and occupational projections were completed using the methodology, software tools, and guidance developed by the Projections Managing Partnership (PMP). In PY 2012, North Carolina completed the statewide short-term and long-term industry and occupational projections as outlined by ETA. Short-term occupational projections were developed for years 2012-2014; long-term substate occupational projections were developed for the period 2010-2020.

Statewide long-term projections for the period 2010-2020 were submitted for public dissemination following the procedures established by the PMP. Statewide and substate long-term projections were published on the Department of Commerce website at <http://www.nccommerce.com/lead/data-tools>. In addition to publication and distribution via the department's website, LEAD is currently developing a series of publications and brochures for public distribution. These products will include occupational projections information including total projected employment, total openings, occupations with the highest employment, fastest-growing occupations, occupations with the highest total openings, and occupations with the highest median annual wage.

Industry and occupational projections are widely used by North Carolina's workforce, educational, and economic development partners. Professionals statewide have made it an essential part of their planning for workforce development, programs and budgets, public policy, and career exploration activities. In order to facilitate the accurate interpretation of these data, projections staff members assisted customers in responding to projections inquiries and through presentations to and consultations with workforce development professionals, economic developers, curriculum planners, career counselors, local and state government officials, researchers, policymakers, Chambers of Commerce, educators, businesses, and the general public. In addition, staff responded to several requests for projections materials, including inquiries from private-sector research institutions using projections information for internal publications.

Staff members participated in the Projections Managing Partners meetings and trainings. As a member of the Projections Management Partnership group, North Carolina's projection team also served as the clearinghouse for the PY 2012 statewide short-term and long-term industry and occupational projections. States submitted their statewide projections to the North Carolina and the projections staff reviewed individual state submissions to ensure accuracy and consistency with BLS occupational projections publication taxonomy. North Carolina provided PY 2012 projections to the BLS and the short-term occupational projections to Illinois. North Carolina will continue to serve

as the clearinghouse for the PY 2013 projection estimates. Technical support regarding the creation of the MicroMatrix extracts was provided to state analysts across the country. The division continues to explore new methods of disseminating projections to the public and stakeholders across the state and is exploring the creation of a new web based interface. In addition to the WIG funding used in completing the projections, North Carolina was able to leverage additional workforce funds for the production of state projections.

3. Publish an Annual Economic Analysis Report for the Governor and the State Workforce Investment Board

Outcome

During PY 2012, North Carolina developed, produced and disseminated a monthly economic analysis of the state's economy via its monthly publication *NC Today*. The *NC Today* includes a comprehensive analysis of the current labor market conditions and workforce trends. This monthly report provides an overview of the current statewide labor force and industry information along with comparative data from the United States and selected Southern states. The publication includes a range of analysis and information including employment and unemployment statistics, industry employment and wage measures, a monthly analysis of state unemployment insurance operations including benefits paid and trust fund activities and a quarterly update on employer cost for employee compensation. The monthly publication is distributed via the web and a softcopy of *NC Today* is emailed to the 23 WDB directors. The monthly publication can be accessed via the LEAD web portal at the following link: <http://www.nccommerce.com/lead/research-publications/current-publications/nc-today>

In addition to the *NC Today*, LEAD also publishes and disseminates another monthly publication, *North Carolina Labor Market Conditions*. The publication delivers a summary of state labor force, employment, and unemployment data in narrative and graphic format and compares current monthly data to the previous month and year. The publication also includes a narrative on monthly unemployment insurance activities. The publication is available on the LEAD web portal via the following link: <http://www.nccommerce.com/lead/research-publications/current-publications/labor-market-conditions>

LEAD also produces and publishes a *Monthly Economic Newsletter*, which provides a snapshot of the state's economy, including information and analysis about current economic trends and conditions. The *Monthly Economic Newsletter* highlights important economic indicators and their relationship to the national and state economies. This publication can also be accessed from the LEAD web portal via the following link: <http://www.nccommerce.com/lead/research-publications/current-publications/economic-reports>

In an effort to provide localized information, LEAD produces and disseminates an additional monthly publication called *North Carolina County Labor Market Conditions*. This publication is

released each month corresponding to the release of the substate unemployment rates, and includes an analysis of labor force statistics and unemployment insurance claims information for each of North Carolina's 100 counties and 14 Metropolitan Statistical Areas. Following each monthly release, a PDF file of this publication is emailed to the 23 Workforce Development Board directors and is posted on the LEAD web portal. <http://www.nccommerce.com/lead/research-publications/current-publications/labor-market-conditions>

4. Post Products, Information and Reports on the Internet

Outcome

North Carolina's LEAD continuously strived to provide and improve the extensive workforce information products and services available via the LEAD website in PY 2012. The website was updated with a variety of informational products and publications including:

NC Today; North Carolina Labor Market Conditions; North Carolina County Labor Market Conditions; 2011 Biannual North Carolina Economic Index: A Summary of North Carolina's Economic Strengths, Challenges, and Opportunities; Monthly Economic Newsletter; North Carolina County Profile (provides a glimpse into the business environment and quality of life in each of the state's 100 counties); Weekly and Monthly Claims-Taking Activity and Highlights Report; Insured Employment and Unemployment Statistics Report; LMI Quick Facts; Common Follow-up System Operational Report for 2013 (provides information on educational and employment outcomes of participants in publicly supported educational, employment and training programs); 2012 Annual Trade Report, North Carolina's Military Report (analyzes economic growth potential for the military in North Carolina from 2007 to 2013); Aerospace and Aviation Workforce Report (examines current and projected aerospace and aviation industry job development and workforce training programs in Elizabeth City, NC region); North Carolina Textile and Apparel Resource Guide (looks at economic value of the textile and apparel manufacturers to North Carolina); North Carolina's Leading Industry Sector Report (analyzes the leading industry sectors with among the highest economic development potential for job creation); and 2012 Annual Community Investment Report (tracks and analyzes jobs and investment announcements for economic development and infrastructure projects). (See attached examples). These informational products can be accessed through the LEAD website via the following link: <http://www.nccommerce.com/lead/>

In addition to the Demand Driven Data Delivery System (D4), LEAD staff continued to develop and produce another web based application ACCESSNC. This online application provides an additional source of economic data and business site information. ACCESSNC allows economic and business planners to retrieve geographic profiles of North Carolina, its 100 counties, and seven economic development regions, and to find business properties suitable for location or expansion. Plans for PY 2013 include merging the functionalities of D-4 and ACCESSNC to improve locating and downloading desired information. During PY2012, LEAD continued to provide and make available

via the web user guides. These resources provide instruction and assist individuals with navigating and locating various information and data available through ACCESSNC. ACCESSNC can be accessed via the following link: <http://accessnc.commerce.state.nc.us/EDIS/page1.html>

Updates and maintenance continued to be made to LEAD's Workforce In-Depth application, which enables customers to download various data reports by county, Workforce Development Board, or Economic Development Region. These reports include employment data, population estimates, commuting patterns, Unemployment insurance activities including initial claims and benefit payment activities, and announced business closings and layoffs. Census data was updated to reflect the most recent decennial census. URL: <http://esesc23.esc.state.nc.us/WorkForceInDepth/>

5. Partner and Consult On a Continuing Basis with Workforce Investment Boards and Key Talent Development Partners and Stakeholders

Outcome

During the program year, members of LEAD continued to provide consultative services to our customers and, in particular, the workforce development partners. The demand for information, reports, surveys and other products continued in PY 2012. Workforce Information Specialists and other LEAD staff handled various support requests from economic developers, workforce professionals, educational partners and grant writers. In particular, Workforce Information Specialists provided services to the state's 23 Workforce Development Boards (WDBs), which they accomplished by conducting training sessions on Labor Market Information (LMI) products and services, responding to impromptu requests for research and analysis, and serving as speakers at the national and state workforce conferences.

LEAD continues to develop and publish custom publications, which summarize the local economic conditions for individual WDB areas. These Workforce Development Board Newsletters contain a variety of economic and labor market data specific to each of the 23 workforce development areas and includes information regarding unemployment rates, unemployment insurance claim activities, civilian labor force, and job openings. *LMI Quick Facts* are updated monthly, bimonthly or quarterly and each publication is produced on a schedule specified by the board. The local boards also post *LMI Quick Facts* on their respective websites. Workforce Information Specialists provided assistance to the local boards in understanding and interpreting the information found in these publications. These newsletters can be accessed via the web through the following link:

<http://www.nccommerce.com/lead/research-publications/current-publications/workforce-development-board-newsletters>

LEAD staff also made presentations and conducted workshops at local, state and national conferences for workforce development professionals, Workforce Information Act (WIA) partner agencies, educational partners, economic developers, and the business community. Staff members also participated in various exhibit opportunities and provided printed products and demonstrated

interactive tools. They exhibited LEAD products and services at job fairs and provided various training sessions to further customer understanding and use of labor market information.

Specific examples of the support provided by LEAD to key stakeholders include:

- Presented workshops in the State Workforce Partnership Conference
- Training and presentation to the NC Community Colleges about labor market information and how to access these data
- Presentation to the High Country Workforce Development Board to interpret workforce and occupational data and their impact on the region's economic development
- Presented "The Essential Four – Becoming LMI Savvy" to the NC Association of Workforce Professionals (NCAWP) to help its members better understand labor market information
- Recorded a series of O*NET and Electronic Data Tools webinars titled "With CareerOneStop You've Got the Power" for job seekers and career counselors
- Presentation of various programs from BLS, US Census, and O*NET to WIA administrators, planners and policymakers
- Provided data on real-time job postings to support the NC Community College System's Back-to-Work Grant Program
- Presentation of the 2013 High Country WDB Youth Summit to bring together the many organizations and individuals working to improve the future of the region's youth.
- Worked on military occupational analysis to identify state's military workforce and their skill sets
- Conducted research on skills gap/labor mismatch and prepared white paper for NC Commission on Workforce Development
- Collected data for analyzing occupations in the Fitness industry in Rockingham County
- Presentation to the TriadWorks region to identify growth and declining industries and occupations
- Generated report to identify growth industries and occupations for the five individual workforce development boards in the TriadWorks region
- Presentation to Triangle South WDB about the area's industry mix, workforce, demographics, and occupations in demand

- Provided workforce data and research to support High Country WDB's State of Workforce Report
- Presentation to the Eastern Carolina WDB to provide an overview of the region's industry employment trends, as well as occupations in demand to support its training program development
- Presentation to Workforce Director's Council about growth and declining industries, as well as industry employment trends at the regional and state levels
- Collaborated with College Foundation of North Carolina (CFNC) in development of a career information site for adult job seekers